

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: June 9, 2005

ITEM NO. 3

CASE NUMBER/ PROJECT NAME	69-DR-1989#4 Scottsdale Seville		
LOCATION	7001 N Scottsdale Road		
REQUEST	Request approval to refurbish the two (2) existing free-standing center ID signs.		
OWNER	DTR9 LLC 480-513-6653	ENGINEER	N/A
ARCHITECT/ DESIGNER	N/A	APPLICANT/ COORDINATOR	Brent Van Deman Bootz and Duke Sign Co. 602 272-9356
BACKGROUND	<p>Zoning. The site is zoned Central Business District and Parking District (C-2/P-4), which allows for tower signs.</p> <p>Context. The site, an existing shopping center known as Scottsdale Seville, is located at the northeast corner of Scottsdale Road and Indian Bend Road. A variety of uses including multi-family, office, a park, and a resort surround the center.</p> <p>Adjacent Uses:</p> <ul style="list-style-type: none">• North: office building and condominiums (Multi-Family Residential District, R-5)• South: McCormick Ranch Rail Road Park (Open Space District O-S)• East: office building (Central Business District and Parking District (C-2/P-4))• West: existing resort (within the Town of Paradise Valley) <p>History. The Development Review Board originally approved the two existing tower signs on June 7, 1990 with case 69-DR/MSP-1989#2.</p>		
APPLICANT'S PROPOSAL	<p>Applicant's Request. The applicant requests approval to refurbish two existing freestanding tower signs.</p>		
DISCUSSION	Within the last two years the applicant has updated the shopping center with new paint, refurbished awnings, interior plazas modifications, additional landscaping, and new individual tenant signs. To complete the project, the applicant would like to refurbish and modernize the two existing freestanding tower signs on the site. One sign is located at the corner of Scottsdale Road and Indian Bend Road		

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and the other one is located at the second driveway along Indian Bend Road. The new color scheme and design is consistent with the modifications made in the center over the past two years. The main color of the sign is grey (PMS warm grey matte finish) accented with bronze (Mathews #41-312 medium bronze matte finish). The center identification consists of black aluminum reverse channel letters halo-illuminated with white neon. Tenants names consist of ivory vinyl routed out copy and push thru letters illuminated with fluorescents.

The original signs were approved at a height of 25 ft. from the adjacent curb. The height of the proposed sign will be 23 ft. from the adjacent curb, which is 2 ft. lower than the allowed 25 ft. maximum height allowed in the zoning ordinance. Ordinance also allows a total of 240 sq. ft. of sign area on a tower sign. The proposed sign meets this ordinance requirement that includes the new tenant signs. A recent amendment to the ordinance allows a multiple tenant project to identify up to three tenant names on the freestanding tower. In this case the applicant has added the maximum of three.

**STAFF
RECOMMENDATION**

Staff recommends approval, subject to the attached stipulations.

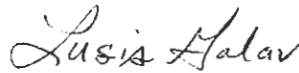
STAFF CONTACT(S)

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Senior Planner
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E-mail: bverschuren@ScottsdaleAZ.gov

APPROVED BY



Bill Verschuren
Senior Planner
Report Author



Lusia Galav, AICP
Development Planning Manager
Phone: 480-312-2506
E-mail: lgalav@scottsdaleAZ.gov

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Site Plan
5. Existing Sign (color)
6. Proposed Sign (color)
- A. Stipulations



DESERT TROON COMPANIES

PROJECT NARRATIVE

May 11, 2005

Ms. Connie Padian
City of Scottsdale
Planning and Development Services
7447 E. Indian School Road Rd Suite 105
Scottsdale, AZ 85251

Ms Padian:

The Scottsdale Seville, represented by Bootz & Duke Sign Company, recently applied for a permit with the City of Scottsdale regarding our identification signage. As owners of the property we were notified yesterday that the proposed signage must receive approval by the Development Review Board before we can proceed. I'd like to take this opportunity to present our rationale behind the changes.

In an effort to rejuvenate and update a vital shopping center in the heart of Scottsdale, Desert Troon Companies has spent the past two years making extensive capital improvements to the Scottsdale Seville. Modernizing the identification signage is the final step in creating a cohesive, vibrant shopping experience frequented by locals, as well as winter visitors. The new color scheme and design is consistent with the modifications made to the center. We also believe it is important to feature such high profile tenants as Roy's Hawaiian Fusion, Ruth's Chris Steak House and In Celebration of Golf as allowed by the recent changes to City ordinances.

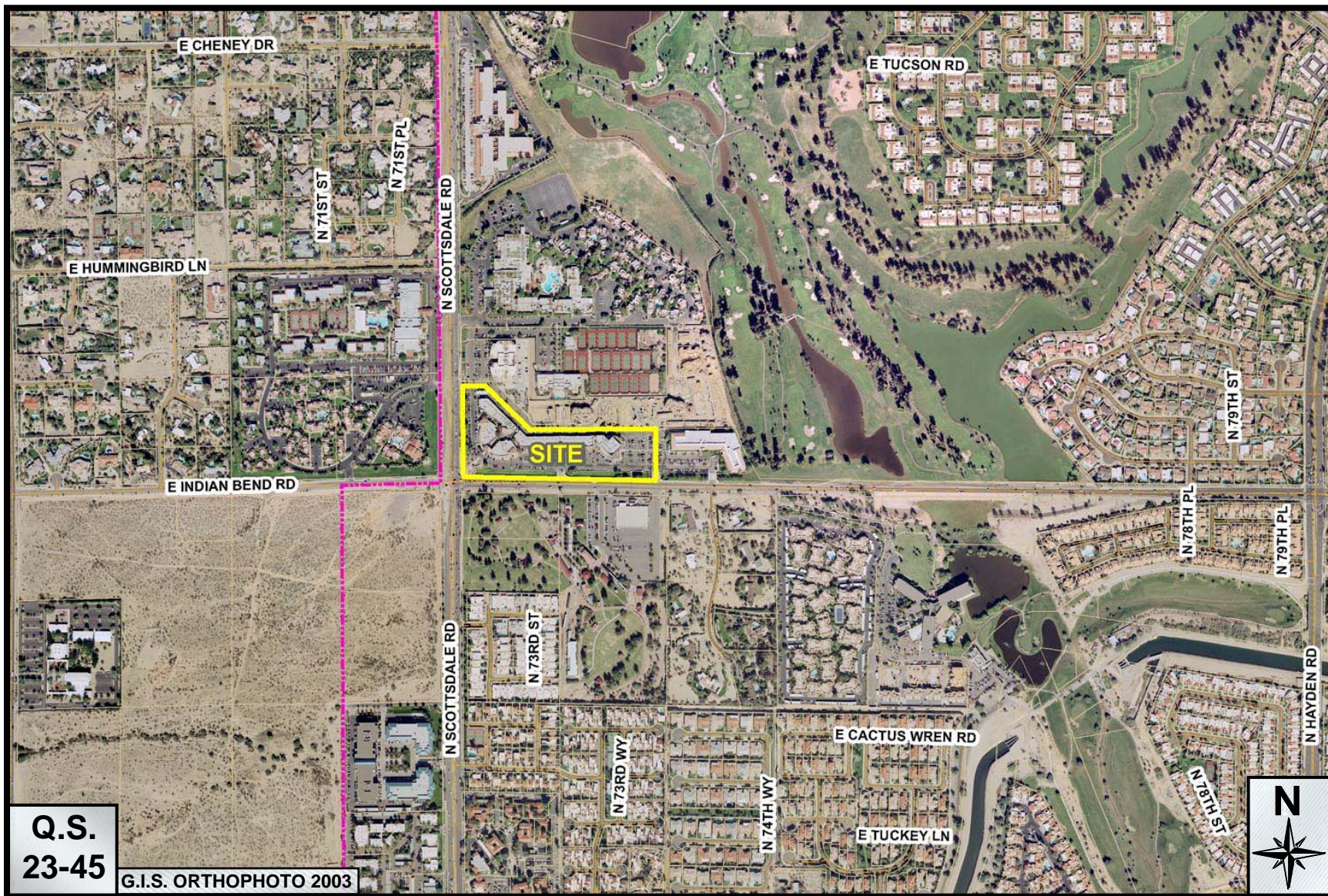
Please feel free to call me at (480) 513-6653 if you have any questions or need additional information regarding this matter. Thank you in advance for your assistance.

Sincerely,



Lisa M. Lopez
Property Manager

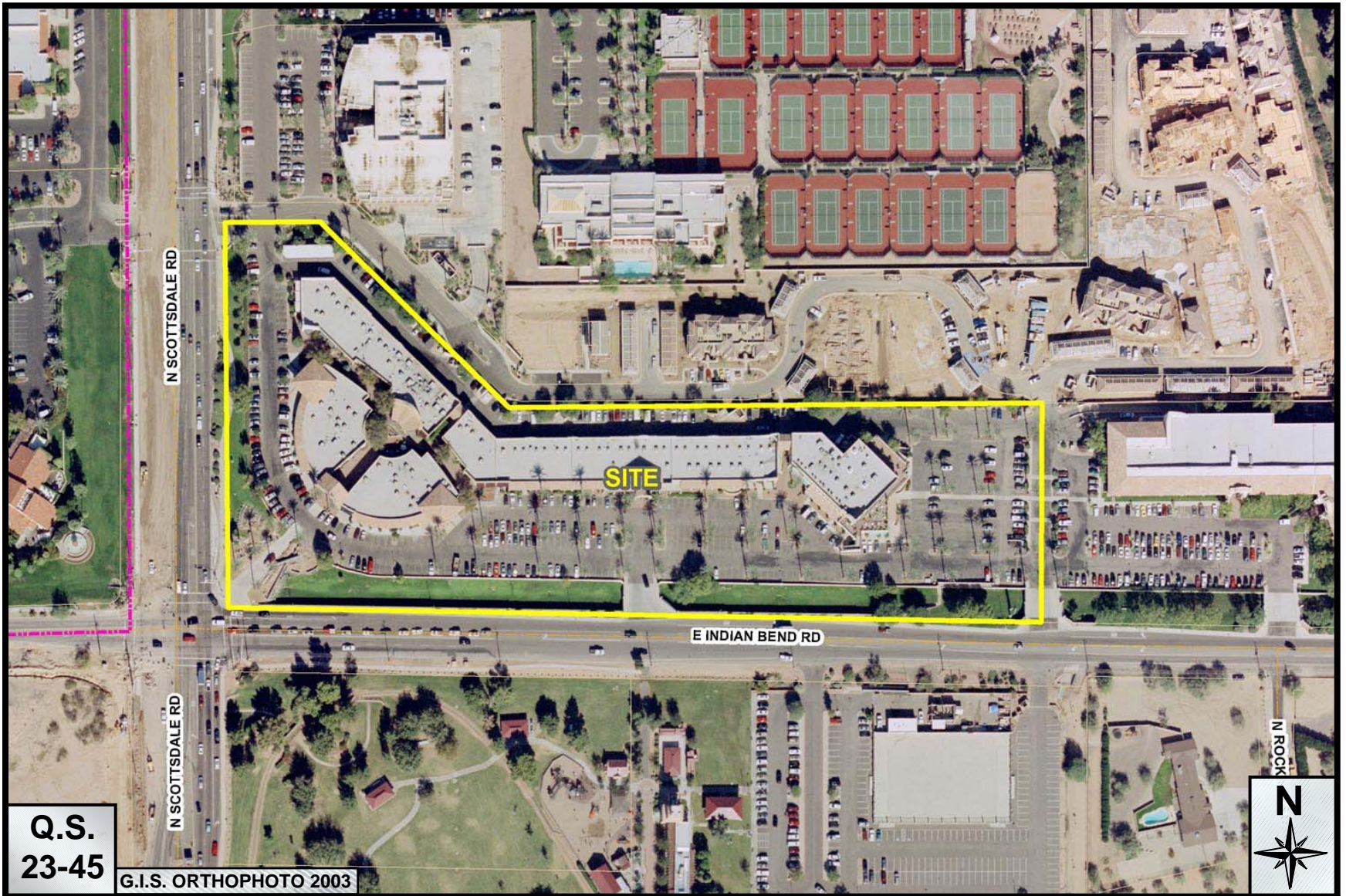
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Scottsdale Seville

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ATTACHMENT #2



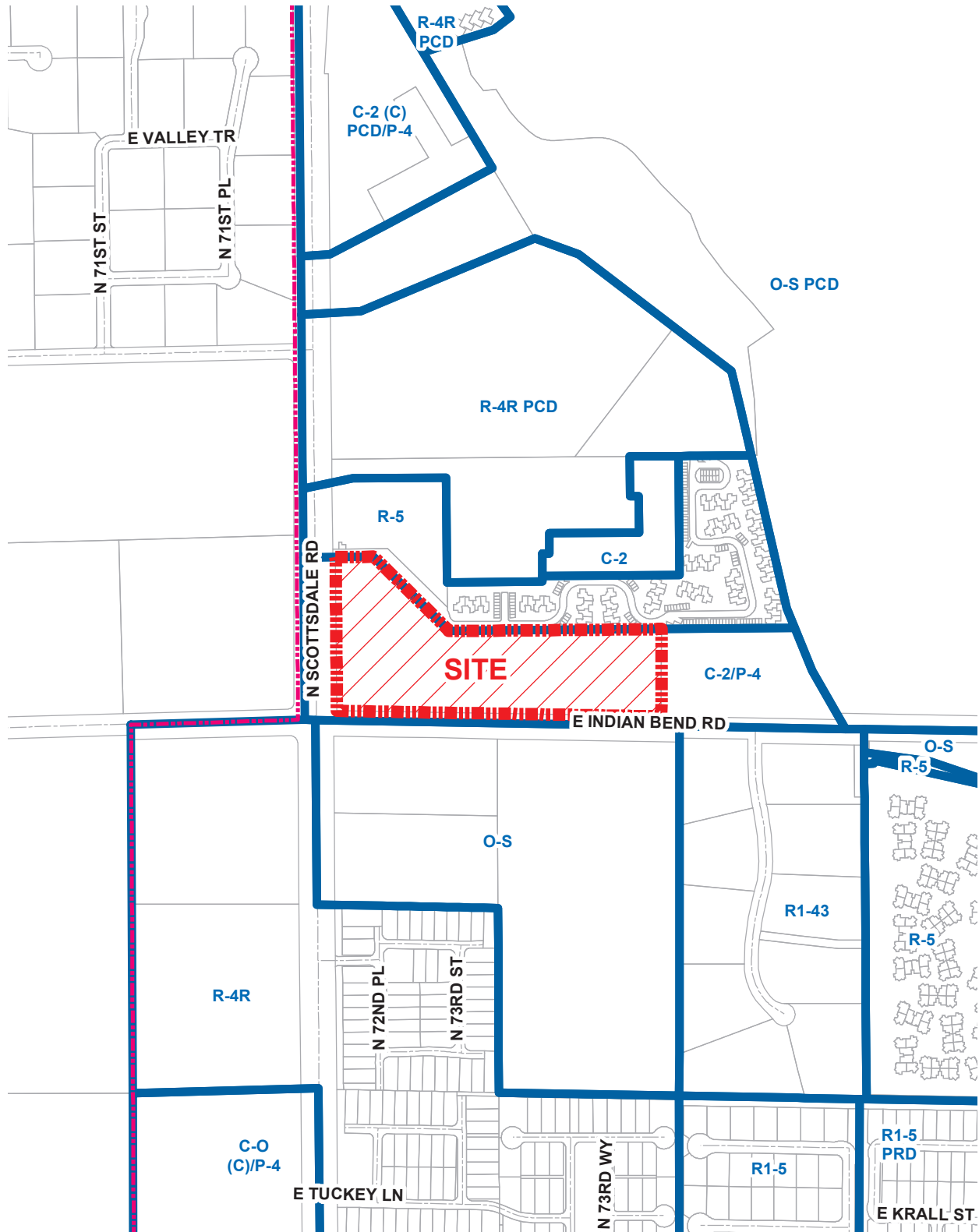
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23-45

G.I.S. ORTHOPHOTO 2003

Scottsdale Seville

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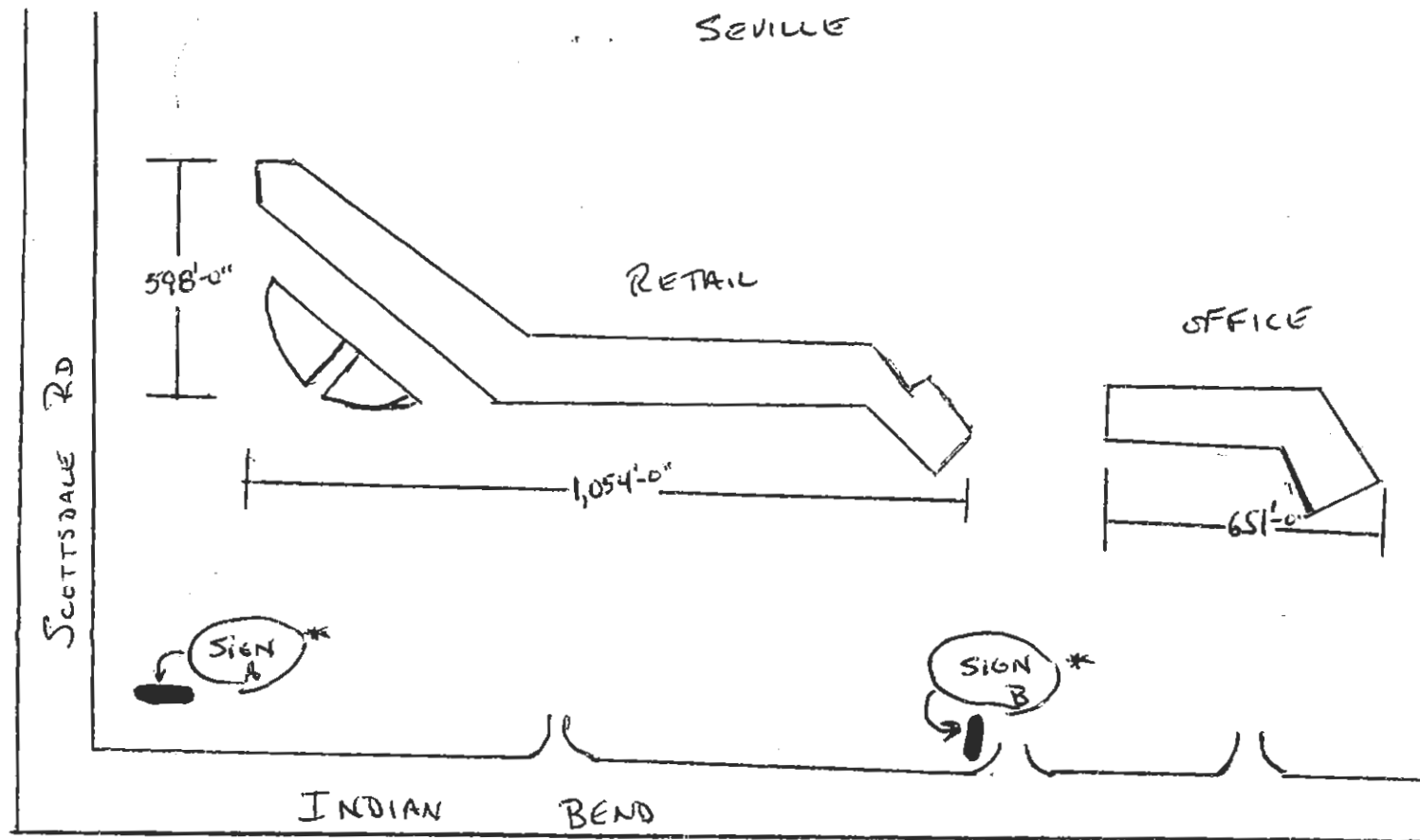
ATTACHMENT #2A



69-DR-1989#4

ATTACHMENT #3

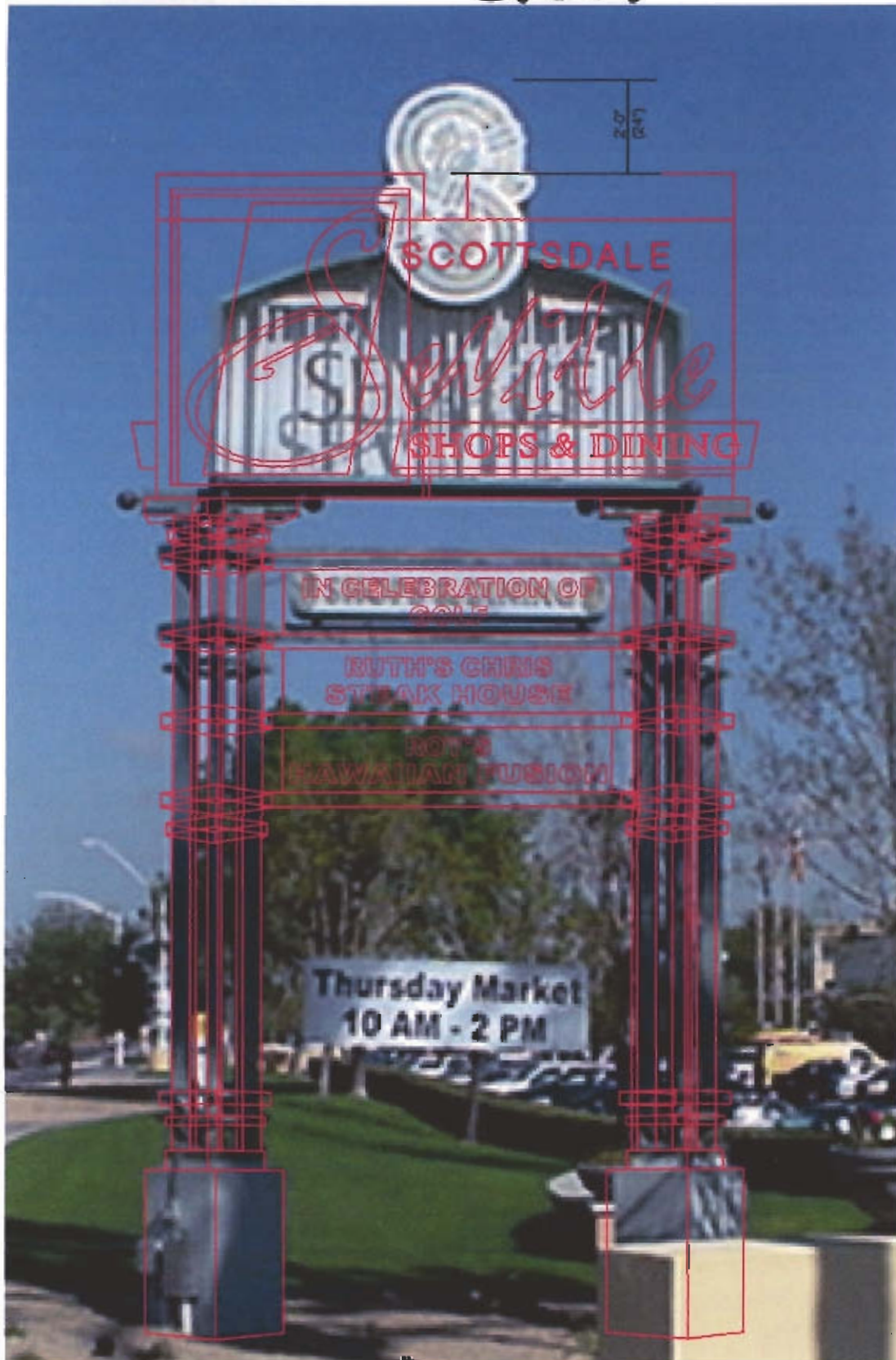




SITE PLAN

* SAME LOCATION

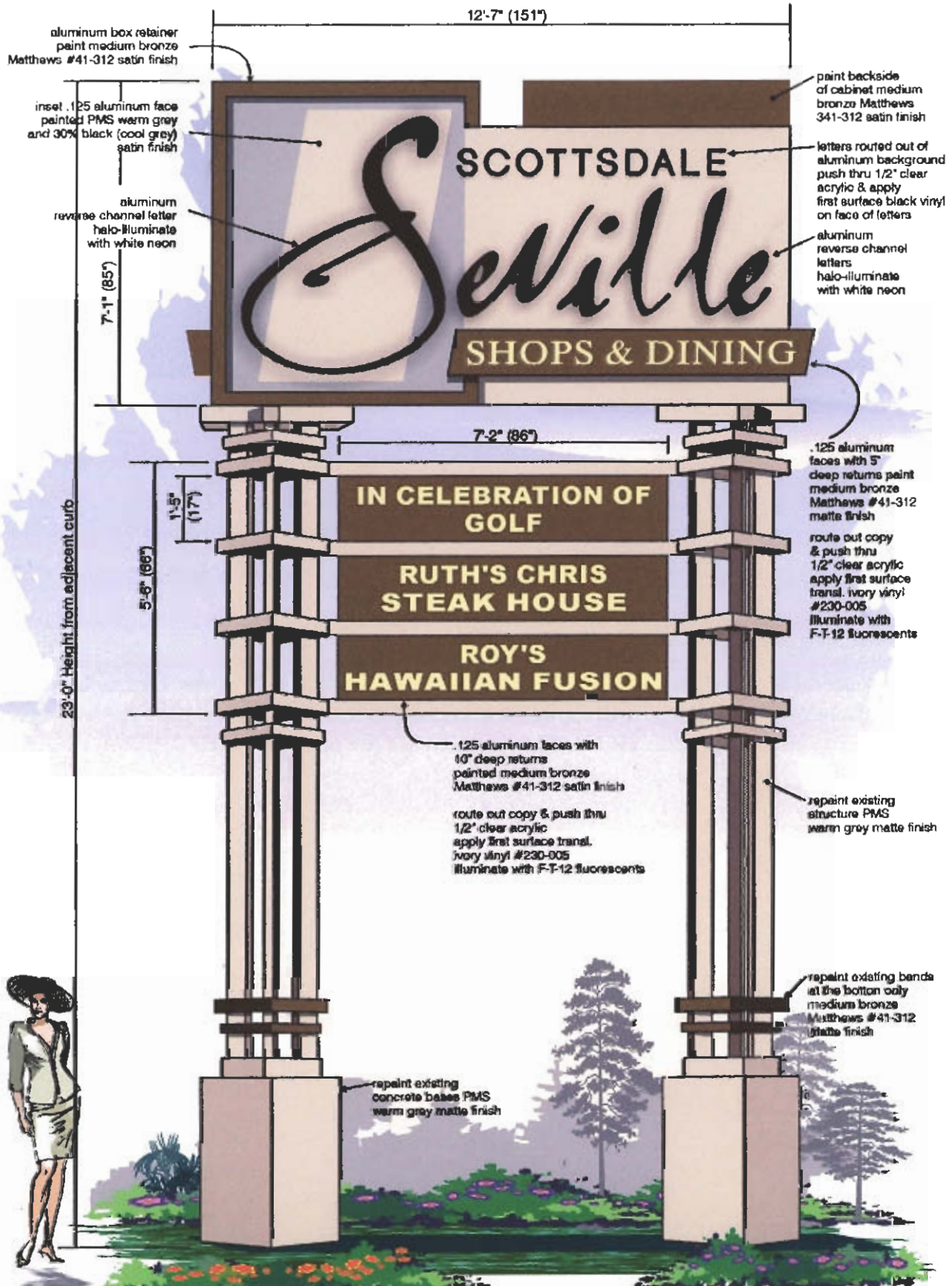
EXISTING SIGN



SIGN A SIGN B REFURBISH TWO EXISTING DOUBLE FACE ILLUMINATED HIGH RISE DISPLAYS
 scale: 1/2"=1'-0"

CLIENT SCOTTSDALE SEVILLE  3-7-05		BY ADDRESS: 1800 N. 196TH AVENUE, AZ 85261 PHONE: (602) 272-9000 FAX: (602) 272-4900 E-MAIL: www.scottsdaleseville.com	
ADDRESS: 7001 N. Scottsdale AZ			
DESIGNER: SAWHILL DESIGN # L-1087-05-R1			
DATE: 02-04-2005 SCALE: AS NOTED PAGE: 1 of 1			

PROPOSED SIGN



SIGN A SIGN B REFURBISH TWO EXISTING DOUBLE FACE ILLUMINATED HIGH RISE DISPLAYS
scale: 1/2"=1'-0"

CLIENT: SCOTTSDALE SEVILLE		DATE: 3-7-05
ADDRESS: 7001 N. Scottsdale AZ		DATE: 5-11-05
SALESMAN: Brent Vanhook		
DESIGNER: LMW/asm	DESIGN #: L-1067-05-R2	
DATE: 02-04-2005	SCALE: AS NOTED	DATE: 1 of 1

800 W. WATSON PKW. AZ 85019 PHONE: (602) 272-8888 FAX: (602) 272-8888 E-MAIL: info@bootzandduke.com	
BOOTZ & DUKE Signs	

Stipulations for Case:
Case Name
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Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

Planning

APPLICABLE DOCUMENTS AND PLANS:

DRB Stipulations

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the sign design and construction shall substantially conform to the following document:
 - a. Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the sign elevation submitted by Bootz & Dukes Signs with a date of 5/11/05 and a staff receipt date of 5/17/05.